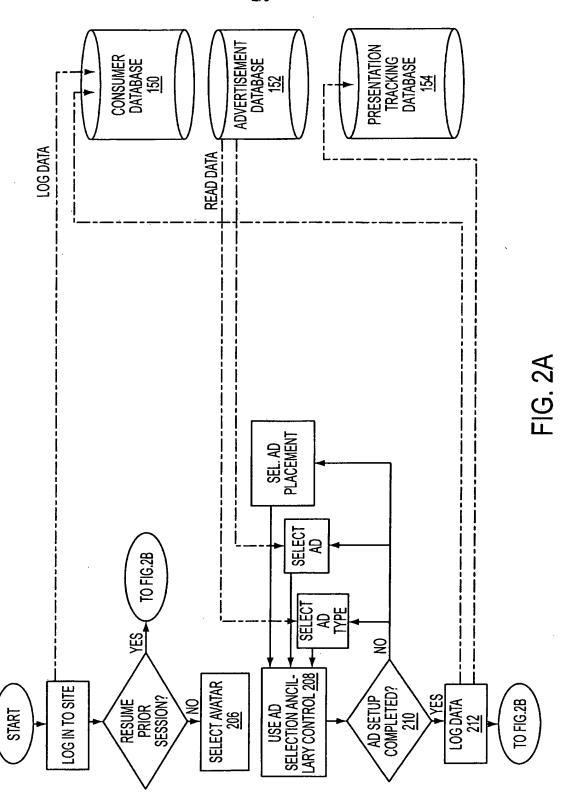
Inventor: Laura Lee KUSUMOTO et al. Title of Invention: "SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND BRANDING IN INTERACTIVE MEDIA" Attorney Docket No.: 43461-201892 **VENABLE** 1/9 BILLING SYSTEM 170 ADVERTISEMENT DATABASE 152 PRESENTATION TRACKING DATABASE 154 CONSUMER DATABASE 150 (OPTIONALLY MULTIPLE SERVERS) SERVER 102 SERVER 104 COMPUTER NETWORK 110 CLIENT COMPUTER 116 CLIENT COMPUTER 112 CLIENT COMPUTER 114 PROG. 124 DISPLAY 136 DISPLAY



Inventor: Laura Lee KUSUMOTO et al.
Title of Invention: "SYSTEM AND METHOD
FOR CONSUMER-SELECTED ADVERTISING
AND BRANDING IN INTERACTIVE MEDIA"
Attorney Docket No.: 43461-201892
VENABLE

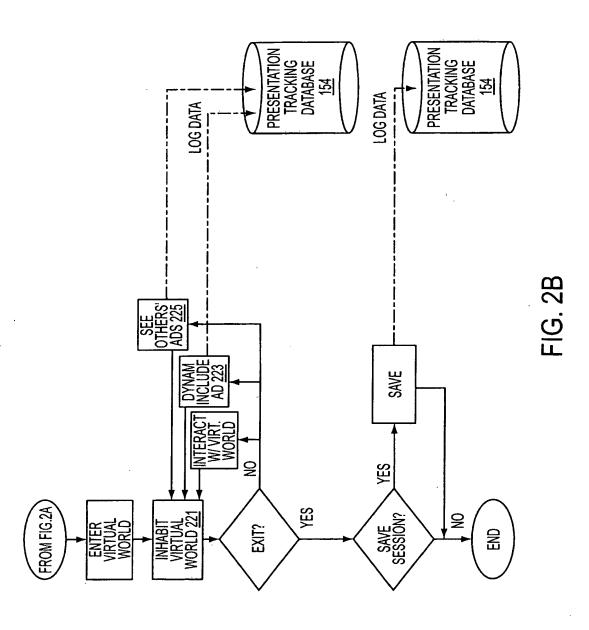
2/9



Inventor: Laura Lee KUSUMOTO et al. Title of Invention: "SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND BRANDING IN INTERACTIVE MEDIA" Attorney Docket No.: 43461-201892

VENABLE

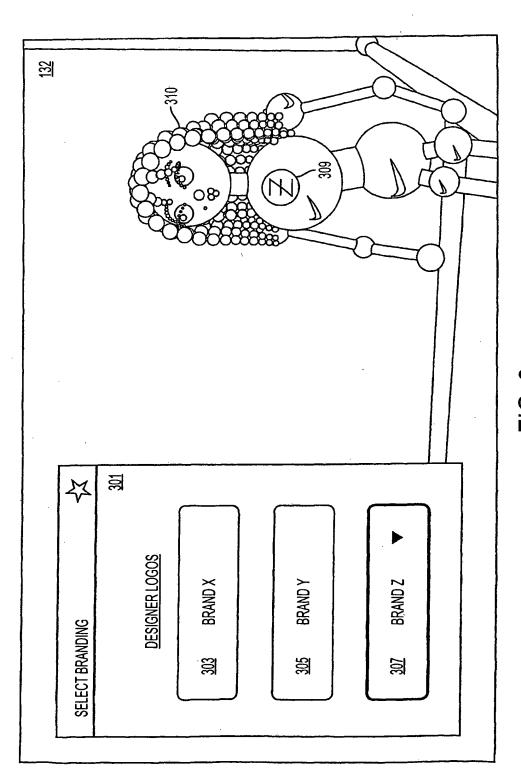


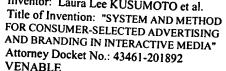


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VENABLE

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VENABLE

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Inventor: Laura Lee KUSUMOTO et al.



AGGREGATE DATA
EXTERNAL EXPERIENCE AGGREGATE INFO. DATA
EXTERNAL INFO.
SAVED STATE
LIST OF CURRENT AVATAR IDS
E-MAIL ENCRYPTED CURRENT ADDRESS PASSWORD AVATAR IDS
E-MAIL ADDRESS
FIRST NAME
LAST NAME
CUSTOMER

DATABASE LAYOUT - CONSUMER DATABASE

Attorney Docket No.: 43461-201892 VENABLE

Inventor: Laura Lee KUSUMOTO et al.
Title of Invention: "SYSTEM AND METHOD
FOR CONSUMER-SELECTED ADVERTISING
AND BRANDING IN INTERACTIVE MEDIA"



ADVERTISE- ADVERTISER POINTER TO MODE MODE DATA ID TYPE ID

DATABASE LAYOUT - ADVERTISEMENT DATABASE

FIG 4B

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AND BRANDING IN INTERACTIVE MEDIA"
ATTORNEY Positor No. 142441 201902



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TOTAL EXPOSURE TIME
EXPOSED PARTICIPATING EXPOSURE VIEWERS TIME
ENVIRON- #
ELAPSED TIME THIS AVATAR
AVATAR ID
ADVERTISE- MENT ID

DATABASE LAYOUT - PRESENTATION TRACKING DATABASE

Inventor: Laura Lee KUSUMOTO et al. Title of Invention: "SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND BRANDING IN INTERACTIVE MEDIA" Attorney Docket No.: 43461-201892

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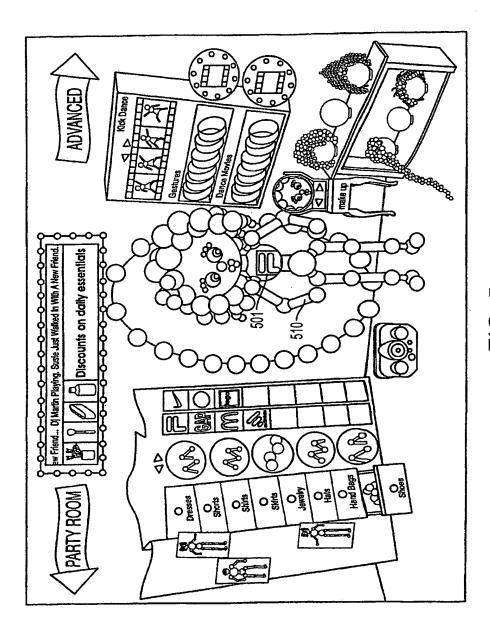


FIG. 5

Inventor: Laura Lee KUSUMOTO et al.
Title of Invention: "SYSTEM AND METHOD
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AND BRANDING IN INTERACTIVE MEDIA"
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VENABLE

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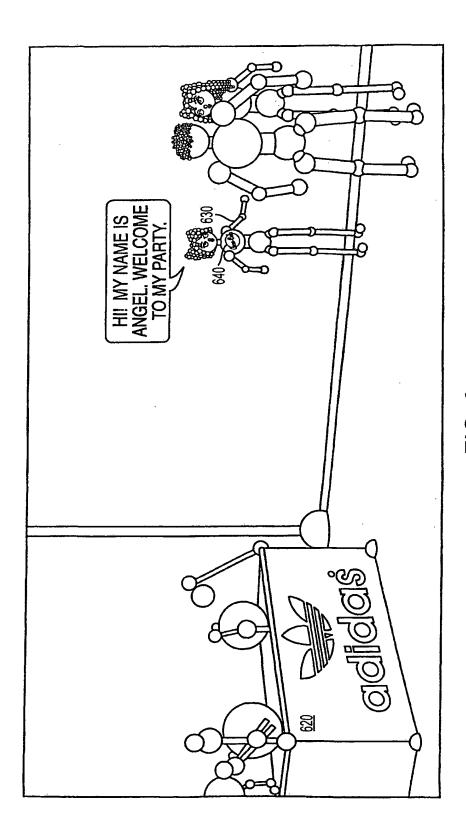


FIG. 6